**CSIT6000J IT Entrepreneurship Spring 2021**

**Group Project 1 Report: Company Analysis**

**Company Name:**

*(Indicative length: 8 pages)*

Names:

Emails:

Team ID:

Date:

**Company background**

**Business process (value proposition and business model)**

**Market environment and competitiveness**

**SWOT analysis**

**Personal reflections: Threat and weakness mitigation, and growth/exit strategy**